



PAUL KREKORIAN

COUNCILMEMBER • DISTRICT 2

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February 24, 2017

Danielle Brazell
General Manager
City of Los Angeles Department of Cultural Affairs
201 N. Figueroa Street, Suite 1400,
Los Angeles 90012

Re: North Hollywood Business Improvement District Arts Activation Fund Application

Dear Ms. Brazell:

I am writing in support of the North Hollywood Business Improvement District's (NoHo BID) application for the Arts Activation Fund.

The NoHo BID has been a valuable community partner in the continued growth of the North Hollywood Arts District. Working with my office and local organizations, the NoHo BID has helped shape a vibrant arts oriented community in the area through proactive outreach and promotions.

Most recently, the NoHo BID partnered with my office and city departments to create programming at the NoHo Plaza, a People Street project to activate underutilized spaces that benefit the community. To further develop our NoHo Plaza, the NoHo BID will create more events in the public open space for the community to enjoy.

Thank you for your consideration.

Very truly yours,

PAUL KREKORIAN
LA City Councilmember, Second District